



14 December 2011

The Rock opens new Gracemere branch and ATM

The Rock Building Society has today (Wednesday, 14 December) opened its latest new branch and ATM at Gracemere.

The Rock's latest investment in Central Queensland is located in the new Gracemere Shoppingworld. The Rock is the only financial services provider in the region's newest shopping centre, which will service the growing Gracemere community.

Both the branch and ATM will feature The Rock's new brand which was launched last month and will, once again, feature locals. As part of the recent rebrand, dozens of Central Queenslanders from Gladstone to Biloela, Yeppoon to Rockhampton, participated in an extensive photo shoot which exhibits the region and its people.

The Gracemere Redbacks Football Club is "flying the flag" for Gracemere with several children from the club featuring on the larger-than-life feature wall which takes pride of place in the branch. The young players also feature on selected Rock promotional material to reflect the business' focus on people and the local community as part of its "brand promise" – All About You.

The Rock's Chief Executive Officer Andrew Paynter said the opening of The Rock's new Gracemere location was an exciting milestone as The Rock established its fresh, new brand.

"In preparing for the recent merger with MyState, to form Australia's leading community-focused, regional banking business, both companies pledged an ongoing commitment to The Rock brand and to Central Queensland," Mr Paynter said.

"Today's opening of the new Gracemere branch and ATM demonstrates that commitment and will ensure the growing Gracemere community will be provided with modern, personalised banking services.

"What's more, The Rock will continue to invest in our branch and mini-branch network into 2012, including undertaking a major refurbishment of the Rockhampton Head Office, while also continuing to expand our suite of products and services," he said.

Mr Paynter said the Gracemere branch was the second Rock location to feature the new brand, which is being rolled out across the business. Other locations are scheduled to follow suit in 2012, including The Rock's Head Office in Rockhampton, which is poised to undergo a major refurbishment.

Meanwhile, The Rock's Gracemere mini-branch at Gracemere Pharmacy in Laurie Street has closed. However, the Laurie Street ATM will remain operational, giving locals access to two Rock ATMs at Gracemere.

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